**MARKETING AND COMMUNICATIONS OFFICER**

**Full Time/Permanent**

The Teacher Development Trust (TDT) is a fast-growing charity based in London that is dedicated to improving the educational outcomes for children by raising the quality of teacher professional development.

Impact is key. Our work is always underpinned by the highest quality research and supported by the strongest engagement with stakeholders across the sector. We are now seeking to recruit a Marketing & Communications Officer to lead the marketing and communications function at the Trust.

**About Teacher Development Trust**

TDT launched in May 2012 and has forged partnerships with almost all of the major education organisations and government. Our mission is to promote powerful approaches to teacher professional development that help children succeed and teachers thrive.

Our Network has grown rapidly across the UK and supports schools to embed evidence-based and effective approaches to teaching. It is making a real difference to teachers and pupils across the country and is built on the very latest research and leading practice. We provide up-to-date intelligence to support schools in implementing best practice around professional learning, as well as implementation guides, tools and resources. We also facilitate collaboration between our Network schools and provide expert advice.

In addition, we provide more bespoke and tailored services to schools, including an audit of their practice to guide schools in determining their next steps. We have recently launched an exciting new project focused on supporting effective professional learning in the most disadvantaged schools. Through the project, schools in challenging circumstances will be supported through CPD Excellence Hubs to develop a culture and processes that best support their staff and students.

Our innovative national database of training, TDT Advisor, is driving up standards in professional development and allowing teachers to access the most effective courses and consultancy to improve their schools.

This is an exciting opportunity to lead on marketing and communications in a fast-growing and influential education charity. We are looking for an experienced and enthusiastic individual to support the growth of existing programmes, our impact and our mission as well as developing new projects and areas of expertise. We have an excellent track record of staff developing within the charity, as well as staff who have developed their careers into schools, other charities, and the public sector.

For more information go to

[www.tdtrust.org](http://www.tdtrust.org)

**About the role**

In this role you will be responsible for marketing and communications for the TDT Network and the wider Teacher Development Trust, oversee all external communications, and support the work of the TDT Network and the delivery of its associated school programmes.

**Key Responsibilities**

* To implement, evaluate and lead the marketing and communications and PR strategies of the TDT Network and the Trust as a whole;
* To oversee all external communications, including via website, trade media and social media;
* To develop TDT’s social media presence, including managing all of TDT’s social media channels (Facebook, LinkedIn, Twitter and YouTube) and liaising with staff to create and schedule relevant content;
* To maintain and update the TDT website (www.tdtrust.org). This will include ensuring content and design is regularly reviewed and optimised;
* To work with colleagues to develop engaging web content. This will include using Wordpress to create, edit and promote both static and dynamic content such as landing pages, blogs, news stories and case studies;
* To lead and oversee the planning, marketing and delivery of Trust events and courses;
* To carry out market research to inform and support the development of the Teacher Development Trust and its programmes;
* To Support the effective management and application of TDT’s brand by supporting staff to understand and adhere to brand guidelines;
* To support the production and delivery of TDTs marketing and communications publications and design, both printed and digital, to include copy-writing, editing and helping with the design of all publications, marketing materials, reports and bids.

**Personal Qualities and Experience**

###### University graduate;

* Experience in the design and delivery of marketing and communications strategies;
* Experience of PR and media relations;
* Experience of website content management and the strategic use of social media;
* A strong commitment to education, the non-profit sector and improving educational outcomes for children;
* Excellent interpersonal, relationship management and communication skills with a proven ability to develop effective networks;
* Ability to work with and relate to people from diverse backgrounds;
* Ability to offer effective advice and support on a range of educational issues, including professional development and training;
* Analytical thinking and writing skills;
* Administrative experience; excellent organisational skills and attention to detail;
* Computer/IT skills and knowledge of Microsoft Office, including Word, Excel and PowerPoint;

*Desirable*

* Professional experience in the education sector.

**Other Information**

Reports to: Chief Operations Officer

Location: Old Street, London

Duration: Permanent, Full-time

Salary: c. £28,000

Interested candidates should email the following to [steve.poland@](mailto:steve.poland@)teacherdevelopmenttrust.org by 5.00pm on 2nd February 2018

* Cover Letter – please explain why you want to work as the Marketing & Communications Officer for the Teacher Development Trust and in the non-profit/education sector and how your work experience is relevant to this role. Please also state where you saw this job role advertised.
* CV
* The names and contact details of 2 referees (References will not be taken up until after interview)

Shortlisted applicants will be invited to interview. Interviews are scheduled to take place in the week beginning 12th February 2018. Due to the anticipated volume of applications we are unfortunately unable to provide detailed feedback.